

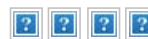
**From:** [International Downtown Association](#)  
**To:** [Kent Smith](#)  
**Subject:** IDAAdvantage July 30, 2015: Ford builds bicycles with sensors to gather data  
**Date:** Thursday, July 30, 2015 12:20:25 PM

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JULY 30, 2015



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IDA San Francisco

## Ford Motor Company builds bicycles with sensors to gather data

### INVEST CORRECTLY

Ford Motor Company has come up with bicycles that are able to gather data, apparently part of its Big Data play. The bicycles are equipped with sensors for data gathering on urban streets. The enriched bikes from Ford are part of what the company calls Info Cycle project.

[READ MORE »](#)

David Downey



### NEWS FROM THE TOP

## Growing Coalition of Canadian Members to Shape Policy

DAVID DOWNEY, CAE, ASSOC. AIA, PRESIDENT & CEO



Canadian IDA members have been hard at work this year developing a national coalition focused on continued downtown-specific research and initiating advocacy efforts aimed at informing this year's national election. The collation is now called Downtowns Canada and it represents BIA organizations throughout the country stretching from Victoria in the west to Halifax in the east and includes virtually every major city in between.

Earlier this month they celebrated Canada Day, leveraging the opportunity to initiate a [microsite](#) for the group. Five downtown organizations have already committed to the next project and are beginning to make plans for hosting parliamentary candidate's debates in September. Downtowns Canada is preparing a toolkit for hosting the debates centered around a common set of questions designed to shape a national whitepaper on priorities affecting urban centers to be released during the national election. If your city has not joined in this effort please contact [Stefano Grande](#), IDA Executive Committee Vice Chair and Chair of Downtowns Canada.

Later this year, the coalition will release its how-to guidebook for local downtown research. The final project for the year will empower every

downtown organization in Canada with the means to collect, analyze and report key metrics of downtown performance and continue to make the case for increased municipal investment in their districts.

As you can see the Canadian IDA members have been active and continue to enhance the entire IDA industry with their work. Even while on a short vacation, I am proud to be part of an association that represents cities beyond U.S. borders.



## MEMBER NEWSMAKERS

### Downtown residents: Give us a grocery store, please

NASHVILLE BUSINESS JOURNAL

For at least the third year in a row, an urban grocery store, a movie theater and more retail top the list of downtown residents' wants, according to the Nashville Downtown Partnership's 2015 resident survey, out Monday afternoon.

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### What would 2-way Downtown Louisville streets mean for walkers, cyclists and bus riders?

WFPL

Would two-way streets downtown be good for people who rely on bikes, public transit or good old-fashioned walking to get from place to place? Proponents for those modes of transportation say, potentially, yes.

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### Making the move Downtown after a lifetime living in the suburbs

PITTSBURGH POST-GAZETTE

My backyard is Point State Park. I have a 360-degree view of the Point's fountain on my morning walk. I can also see Mount Washington, the North Shore and the city rising behind that iconic spray of water.

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### Noise is a problem, but residents love living in downtown Chapel Hill

THE NEWS & OBSERVER

Residents say life in downtown's high rises has been a resounding success, despite lingering issues with nightlife-related noise and bad behavior.

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#### Eco Counter



**Who would you tell if you knew how many people visit your district?** With over 7,000 systems worldwide, Eco-Counter is a leader in automatic pedestrian counters. BIDs use count data to understand trends, make informed decisions about events, and create effective strategies. For more information, visit [www.eco-counter.com](http://www.eco-counter.com).

## THIS WEEK @ IDA



### Trending Topics Webinar: Improving Tenant Mix for Downtown Business Districts

Retail attraction in commercial and mixed-use environments requires a unique approach. Downtown district managers face a significant challenge in their efforts to create optimal tenant mix, as they are neither property owners nor

brokers. What tools are available to district managers to assist in encouraging a diverse mix of goods and services? One tool to aid in this retail attraction is the International Council of Shopping Centers' (ICSC) "Improving Tenant Mix," a step-by-step guide, available free for [download here](#). It provides downtown practitioners with practical tips and guidance in the development and execution of successful retail attraction programs.

Join us for this Trending Topics Webinar where district practitioners and property owners alike will learn about tools such as this one, along with detailed strategies for working closely with the real estate community to influence and enhance tenant mix for the benefit of the entire downtown business district.

**Presenters:**

Davon Barbour  
Director, City of Hollywood, FL

Joel Dabu  
Senior Leasing Research Analyst, The Taubman Company

Larisa Ortiz  
Principal, Larisa Ortiz Associates

Cynthia Stewart  
Staff Vice President, Community Development, ICSC

**Date:** Wednesday, August 5, 2015

**Cost:** \$35 for members and \$70 nonmembers

**Time:** 3pm Eastern

[Register Today!](#)

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**DOWNTOWN TALK**

## The keys to designing cities with fewer traffic fatalities

CITYLAB

What do Tokyo, Stockholm, London, Paris, Berlin, and Hong Kong have in common? They're among the safest cities in the world when it comes to reported traffic fatalities. Tokyo, a city of more than 13 million, has 1.3 such deaths per 100,000 residents. London, home to more than 8.6 million people, reports just 1.6 traffic deaths per 100,000. In Hong Kong, population 7.2 million, the figure is just 1.8 per 100,000.

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## Integrated video surveillance systems enhance Atlanta's public safety

AMERICAN CITY & COUNTY

Operation Shield is an initiative of the Atlanta Police Foundation and the Atlanta Police Department (APD) that enables APD officers to monitor video feeds from public and participating private sector cameras in emergency situations.

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## S.F. fights public urination with payback paint

NEXT CITY

Thirteen years after San Francisco banned

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## Arlington's high-rise downtown Rosslyn is about to rise higher

THE WASHINGTON POST

Construction noise echoes off Rosslyn's office

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public urination and introduced hefty fines for the deed, the city is taking a new approach with walls that fight back.

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## The wind and sun are bringing the shine back to Buffalo

THE NEW YORK TIMES

Along a bend in the Buffalo River here, an enormous steel and concrete structure is rising, soon to house one of the country's largest solar panel factories. Just to the south, in the rotting guts of the old Bethlehem Steel plant in Lackawanna, where a dozen wind turbines already harness the energy blowing off Lake Erie, workers are preparing to install a big new solar array.

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## China's pedestrianization: Reviving a tradition of walking for healthier cities

THE CITY FIX

Pedestrian-oriented streets not only are safer, improve air quality, and encourage physical activity, but also facilitate commercial and social activity. Although China has rapidly urbanized in the past few decades, many cities across the country are still not easily walkable.

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towers most lunchtimes, as hungry workers throng food trucks clustered along North Lynn Street and fill sidewalk tables set up by takeout cafes.

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## Rapid bus isn't as rapid as everyone hoped

VOICE OF SAN DIEGO

El Cajon Boulevard has a ways to go before it becomes the transit corridor planners envision. Now close to a year old, the Mid-City Rapid 215 hasn't made taking the bus any easier, keeping the boulevard car-centric and thwarting its future as a dense urban village.

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## Walkonomics: what makes the best route?

THE DIRT

Most smartphone map apps give you several direct routes to get from Point A to Point B, but the quickest or most convenient path isn't always the most enjoyable. Those interested in finding the most beautiful, walkable route to their destination can now try Walkonomics.

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